

ABSTRACT OF THE DISCLOSURE

An ultrasound diagnosis apparatus comprising an ultrasound probe which includes ultrasound transducers, transmission/reception unit, a physiological
5 characteristic image data generating unit which generates physiological characteristic image data, which is used to image at least one physiological characteristic of the object, an LOI setting unit which sets an LOI at an arbitrary position on a physiological
10 characteristic image displayed, an M-mode image generating unit which generates an arbitrary M-mode image based on the physiological characteristic image data corresponding to the LOI, a setting unit which sets a profile position by using a cursor, a profile
15 generating unit which generates a temporal profile of the arbitrary M-mode image at the profile position and a spatial profile of the arbitrary M-mode image which is associated with a line segment including at least the LOI, and a display unit which simultaneously
20 displays the arbitrary M-mode image, the temporal profile, and the spatial profile.